AMENDMENTS TO THE CLAIMS

1.   (Currently amended) A system for promoting pharmaceutical drugs, comprising:

a computer-readable set of brand rules for guiding a distribution of drug samples of a drug to cause [[one]] a prescriber's drug sample availability and characteristics while a member of one brand Web site to be different from ~~those of another prescriber~~ the same prescriber while a member of another brand Web site; and

a computer-implementable drug sample fulfillment platform that is Web-based for implementing the set of brand rules to allow a prescriber to obtain drug samples to dispense to a patient without the use of a sales representative, the computer-implementable drug sample fulfillment platform mating with either the brand Web site or the another brand Web site depending on an exchanged transaction that includes a prescriber identifier and a partner identifier so as to open the computer-implementable drug sample fulfillment platform within the brand Web site or the another brand Web site, the computer-implementable drug sample fulfillment platform electronically notifying the prescriber about the availability of drug samples, the brand Web sites being neither a pharma Web site nor a Web site maintaining the computer-implementable drug sample fulfillment platform.

2.   (Original) The system of Claim 1, wherein drug samples include physical samples.

3.   (Canceled)

4.   (Original) The system of Claim 1, wherein drug samples include a coupon printed in the office of the prescriber, which is networked to the drug sample fulfillment platform.

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5.   (Currently amended) The system of Claim 4, wherein the ~~drug samples~~ drug sample vouchers, which are in a printed form, are redeemable at a pharmacy, redeemed data being generated by the drug sample fulfillment platform for refining the brand rules so as to better guide allocation and distribution of the drug samples.

6.   (Currently amended) A system for distributing pharmaceutical drugs, comprising:

a drug sample fulfillment platform that comprises a drug sample Web site for mating with ~~a Web portal when a prescriber selects a hyperlink~~ one or more third party sites depending on an exchanged transaction that includes a prescriber identifier and a partner identifier so as to open the drug sample Web site within the third party site instead of another third party site, for accessing drug sample services without the use of a sales representative; and

a first set of Web pages coupled to the drug sample fulfillment platform through which a prescriber can access the drug sample fulfillment platform to order drug samples if a set of brand rules which specify drug sample availability and characteristics for the prescriber permits the prescriber to access the drug sample fulfillment platform, ~~the first set of Web pages of the drug sample Web site conforming to the look and feel of a Web portal identified by a partner identifier and conforming to the look and feel of another Web portal identified by another partner identifier~~ the set of brand rules causing the drug samples available to the prescriber, who is a member of the one third party site, to be different from the available drug samples of the another third party site.

7.   (Currently amended) The system of Claim 6, further comprising a second set of Web pages coupled to the drug sample fulfillment platform through which a sales representative can access the drug sample fulfillment platform to print sample vouchers coupons.

8. (Currently amended) The system of Claim 6, further comprising a third set of Web pages coupled to the drug sample fulfillment platform through which a patient can access the drug sample fulfillment platform to obtain sample vouchers and coupons.

9. (Currently amended) The system of Claim 6, wherein the first set of Web pages display a list of drug samples available to the prescriber to order drug samples in a form selected from a group consisting of physical samples, pre-printed vouchers, and print on-demand sample vouchers and coupons.

10. (Currently amended) The system of Claim 6, wherein the first set of Web pages display a list of the order history of the prescriber, the list including a date, and a drug sample drug samples, dosages, and quantity ordered by the prescriber.

11-15. (Canceled)

16. (Currently amended) A drug sample fulfillment platform, comprising:

a drug sample Web site for mating with a brand Web site or another brand Web site that is selected from a group consisting of prescriber-oriented Web portals providing direct or indirect access to drug and/or general medical information, an e-Detailing service, a Web site regarding a drug brand or group of brands, and an online physician learning site, the mating being dependent on an exchanged transaction that includes a prescriber identifier and a partner identifier so as to open the drug sample Web site within the brand Web site instead of the another brand Web site; and

a request database for receiving requests of a prescriber through the drug sample Web site for drug samples, the request database responding to the prescriber by allowing the prescriber to print sample vouchers or coupons or to print an order form for physical samples or pads of

pre-printed vouchers [[if]] , without the use of a sales representative, a set of brand rules [[allow]] allowing the prescriber while a member of the brand Web site to receive a set of drug samples in the form of print sample vouchers and coupons, order forms for physical samples, or pads of pre-printed vouchers and in dosages and quantities different from another set of drug samples, dosages and quantities, while the prescriber is a member of the another brand Web site, the drug sample fulfillment platform electronically notifying the prescriber when the prescriber has not ordered drug samples for a certain amount of time.

17.   (Original) The drug sample fulfillment platform of Claim 16, wherein the request database receives claim information when a patient redeems a print coupon or a pre-printed voucher for physical samples.

18.   (Original) The drug sample fulfillment platform of Claim 17, wherein the request database produces a first report accounting for the number of coupons or vouchers redeemed by patients of the prescriber.

19.   (Original) The drug sample fulfillment platform of Claim 18, wherein the request database produces a second report correlating an allocation of drug samples of a drug to the prescriber with the number of prescriptions written by the prescriber relating to the drug.

20.   (Original) The drug sample fulfillment platform of Claim 19, wherein the request database produces a third report accounting for the monetary amount spent by a pharmaceutical company on a drug sample fulfillment program for a drug and a monetary amount associated with prescriptions written by the prescriber for the drug.

21.   (Currently amended) A networked system for ordering pharmaceutical sample drugs, comprising:

a drug sample fulfillment platform that comprises a drug sample Web site for mating with ~~a Web portal when a prescriber selects a hyperlink~~ one or more third party sites, the mating being dependent on an exchanged transaction that includes a prescriber identifier and a partner identifier so as to open the drug sample Web site within the third party site instead of the another third party site, the drug sample Web site presenting a Web page including selectable options for the prescriber to order drug samples without the use of a sales representative, the time frame in which those drug samples are valid, and the dosages and quantity of samples that can be ordered for the prescriber being specified by a set of brand rules, ~~the Web page of the drug sample Web site conforming to the look and feel of the Web portal identified by a partner identifier and conforming to the look and feel of another Web portal identified by another partner identifier~~ the time frame, dosages and quantity being different depending on whether the prescriber is a member of the one third party site or a member of the another third party site .

22.   (Currently amended) The networked system of Claim 21, wherein the drug samples are in a form selected from a group consisting of physical samples, print sample vouchers and coupons, and pre-printed vouchers and coupons.

23.   (Original) The networked system of Claim 21, wherein the selectable options of the Web page include a quantity for each drug sample, which is specifiable by the prescriber.

24.   (Original) The networked system of Claim 21, the selectable options of the Web page include a delivery location to which the drug samples will be shipped.

25.   (Original) The networked system of Claim 21, wherein the selectable options of the Web page include an option for printing on-demand vouchers on a printer in the office of the prescriber.

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26. (Withdrawn - currently amended) A method for selecting prescribers for a drug sample distribution, comprising:

dividing prescribers into one or more segments based on pharma brand manager defined criteria;

within a segment, associating products, allocation quantity, sample type and dosages that is selected from a group consisting of live samples, pre-printed sample vouchers/coupons, and print on-demand coupons/sample vouchers, and drug strength from either within or between brands based on brand rules; and

within a segment, associating timing considerations that are selected from a group consisting of sample offer time limit and rolling expiration dates for vouchers from either within or between brands based on brand rules.

27. (Withdrawn) The method of Claim 26, further comprising within a segment, the association of a combination of sample types to be made available to the prescribers, a sample type being selected from a group consisting of physical samples, pre-printed vouchers, and print coupons.

28. (Withdrawn) The method of Claim 26, selecting one or more deciles of prescribers to target the drug sample distribution prior to executing the above acts.

29. (Withdrawn) The method of Claim 26, selecting one or more specialties of prescribers to target the drug sample distribution prior to executing the above acts.

30. (Withdrawn) The method of Claim 26, charging a pharmaceutical company a fee for implementing the brand rules in selecting prescribers.

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31.   (Currently amended) A method for accessing a drug sample fulfillment platform, comprising:

activating a link to access the drug sample fulfillment platform from a ~~Web portal~~ brand Web site or another brand Web site, the brand Web sites being neither a pharma Web site nor a Web site maintaining the computer-implementable drug sample fulfillment platform;

creating a transaction that includes a prescriber identifier and a partner identifier, the transaction being exchanged so that the prescriber identifier and the partner identifier open the drug sample Web site within the brand Web site and the same prescriber identifier and another partner identifier open the drug sample Web site within another brand Web site;

~~formatting a set of Web pages of a drug sample Web site to emulate the look and feel of the Web portal identified by the partner identifier and conforming to the look and feel of another Web portal identified by another partner identifier;~~

mating the drug sample Web site to either the ~~Web portal~~ brand Web site or another brand Web site allowing a prescriber to navigate and order drug samples, without the use of sales representatives, only for drugs specified by a set of brand rules which include physical samples, print sample vouchers and coupons and pre-printed vouchers, and print coupons for the brand Web site of which the prescriber is a member and different physical samples, print sample vouchers/coupons and pre-printed vouchers/coupons for the another brand Web site of which the prescriber is a member; and

shutting down redemptions through a pharmacy network by the drug sample fulfillment platform and disabling orders for drug samples in a sample program that has expired.

32.   (Canceled)

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33.   (Original) The method of Claim 31, causing the prescriber to register if the prescriber identifier is not found in a request database.

34.   (Currently amended) The method of Claim 31, based on a segment to which the prescriber belongs, determining one or more of the following: what drug samples that are available to the prescriber; a drug sample quantity limit that is available to the prescriber; a drug sample time limit in which the drug sample quantity limit is available; [[and]] the type of sample that is available to the prescriber and the dosages available to the prescriber.

35.   (Original) The method of Claim 34, receiving a selection for physical samples, the act of receiving including receiving a drug selection, a type of drug sample selection, a quantity of drug sample selection, and a delivery address.

36.   (Original) The method of Claim 35, receiving a print request to print an order form capturing the drug selection, the type of drug sample selection, the quantity of drug sample selection, and the delivery address.

37.   (Original) The method of Claim 36, recording the requesting activities of the prescriber in a request database.

38.   (Original) The method of Claim 34, receiving a selection for pre-printed vouchers or print coupons, the act of receiving including receiving a drug selection, and a quantity of coupons to be printed.

39.   (Currently amended) The method of Claim 38, receiving a ship request to ship the pre-printed sample vouchers/coupons or a print request to print sample vouchers and coupons capturing the drug selection.

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40.   (Original) The method of Claim 39, recording the requesting activities of the prescriber in a request database.

41.   (Currently amended) The method of Claim 40, receiving a request to print a first report that lists registration data of the prescriber, the requesting activities of the prescriber, and the claim data from a claim processor that is indicative of redeemed print and pre-printed sample vouchers/coupons and print coupons at pharmacies.

42.   (Original) The method of Claim 40, receiving a request to print a second report that correlates drug samples of a drug distributed to the prescriber and with prescriptions written by the prescriber relating to the drug.

43.   (Original) The method of Claim 40, receiving a request to print a third report that accounts for the return on investment for a monetary amount spent on a drug sample distribution program for a drug and the monetary amount received from prescriptions for the drug.

44.   (Original) The method of Claim 40, detecting fraud by comparing the drug sample quantity limit and the time frame in which the drug sample quantity limit is available to the prescriber and the claim data which is indicative of the number of pre-printed vouchers and print coupons redeemed by patients.

45.   (Currently amended) The method of Claim 40, refining the drug sample quantity limit of the prescriber based on the number of redemptions of print or pre-printed sample vouchers and [[print]] coupons associated with the prescriber.

46.   (Withdrawn) A method for creating a stream of revenue from a drug sample distribution, comprising:

capturing a sample request on a drug sample fulfillment platform; and

charging a pharmaceutical company a transaction request fee for the sample request for drug samples associated with a drug sponsored by the pharmaceutical company.

47.   (Withdrawn) The method of Claim 46, preparing one or more reports based on prescriber data, sample request data, and claim data extracted from the drug sample fulfillment platform, and charging a reporting fee to the pharmaceutical company for the preparation of the one or more reports.

48.   (Withdrawn) The method of Claim 46, charging the pharmaceutical company a sample redemption fee for each successful redemption of a pre-printed voucher or print coupon by a patient as detected by the drug sample fulfillment platform.

49.   (Withdrawn) The method of Claim 46, charging the pharmaceutical company annually a brand service fee for the use of the drug sample fulfillment platform, the maintenance of the drug sample fulfillment platform, and the customization of the drug sample fulfillment platform to comply with the brand rules.

50.   (Withdrawn) The method of Claim 46, charging the pharmaceutical company an implementation fee for tailoring the drug sample fulfillment platform for segments of prescribers.

51.   (Previously presented) The system of Claim 1, wherein said fulfillment platform comprising:

a pharma rules sample engine for performing personalization and intelligent brand rule implementation;

a marketing sample engine for integrating with drug sample suppliers and Web portals for prescribers; and

the pharma rules sample engine and the marketing sample engine being based on the set of brand rules and on a set of prescriber preferences.

52.   (Previously presented) The system according to Claim 51, wherein the marketing sample engine links the drug sample fulfillment platform to one or more suppliers and drug samples so as to inhibit the lack of supply of sample drugs desired by the prescriber or inhibit the inconsistent supply of drug samples desired by the prescriber.

53.   (Currently amended) The system according to Claim 6, wherein said fulfillment platform implementing a set of brand rules under which pharmaceutical drug samples are distributed, wherein said brand rules include: products; allocation quantity; dosages, sample type selected from a group consisting of live samples, ~~samples~~ pre-printed coupons/ sample vouchers, and on-demand ~~samples; and, drug strength~~ print sample vouchers/sample vouchers.

54.   (Previously presented) The system according to Claim 6, wherein said fulfillment platform implementing a set of brand rules for distributing pharmaceutical drug samples, said brand rules including timing considerations that are selected from a group consisting of sample offer time limits and rolling expiration dates for vouchers from either within or between brands for which a quantity of drug samples can be ordered.

55.   (Previously presented) The system according to Claim 6, wherein said fulfillment platform comprising a pharma rules sample engine for implementing brand rules under which a prescriber may obtain drug samples, the pharma rules sample engine modifying the brand rules so as to change a quantity limit of the drug samples to be distributed to the prescriber.